

Message Text

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TAGS: BEXP, PE, EC

SUBJECT: MARKET RESEARCH GENERAL MARKET SURVEY: ECUADOR AND PERU

REF: STATE 123124, CARACAS 5416

COMMERCE FOR OIM

1. EMBASSY HAS RECEIVED FOUR BID PROPOSALS FOR MARKET RESEARCH CONTRACTS FROM H.H. ASESORES S.A., DRS. MARY VASQUEZ AND KRISHNA ROY, P. Y V. INGENIEROS S.A., AND DESPRO. EACH BID PROPOSAL WILL BE SENT BY SEPARATE CABLE WITH EMBASSY RECOMMENDATIONS AT END OF LAST CABLE.

2. H. H. ASESORES S.A. - BID PRICE. PERU STUDY: 1,084,500 SOLES OR \$25,000/ECUADOR STUDY: 544,500 SUCRES OR \$22,000. BOTH STUDIES: \$43,000 I.E., \$21,000 OR 910,980 SOLES FOR PERU AND \$22,000 OR 544,500 SUCRES FOR ECUADOR.

3. BIDDER QUALIFICATIONS. FIRM MAINLY DEALS WITH ANDEAN GROUP INDUSTRY WITH AN EMPHASIS ON THE FOLLOWING EXISTING OR POTENTIAL INDUSTRIES: INDUSTRIAL CHEMICALS, INDUSTRIAL EQUIPMENT, FINE CHEMICALS, PETROCHEMICALS, PHARMACEUTICALS, PULP, PAPER, OTHERRELATED PRODUCTS, VEHICLES, MINING EQUIPMENT. FIRM DEALS WITH THE FOLLOWING PRINCIPAL ASPECTS OF THESE INDUSTRIES: STATISTICAL DATA, MARKET AND PRICING DATA AND STUDIES, CHANGES IN LEGISLATION, SPECIAL TREATMENT UNDER LAFTA AND THE CARTAGENA AGREEMENT, FEASIBILITY STUDIES. FIRM HAS ITS OWN OFFICE IN PERU

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WITH ASSOCIATES IN ARGENTINA, COLOMBIA, CHILE, ECUADOR,

AND VENZUELA. FIRM OFFERS CLIENTS THE FOLLOWING SERVICES:
MARKET ANALYSIS, ANALYSIS OF SPECIFIC PROJECTS FOR
DETERMINATION OF PRODUCT TREATMENT IN LAFTA AND ANDEAN
AREA, INFORMATION ON PRODUCTION CAPACITIES, REAL PRODUCTION,
IMPORTS, PRICES, ETC., IN ANDEAN AREA, ADVISORY SERVICE
TO A SELECTED GROUP OF COMPANIES ON DEVELOPMENTS FROM
THE MONTEVIDEO (LAFTA) AND CARTAGENA (ANDEAN PACT)
AGREEMENTS. CLIENTS FOR ITS PERMANENT ADVISORY SERVICE
ARE SOCIEDAD PARAMONGA LTD., BAYER INDUSTRIAL S.A.,
MITSUBISHI (PERU) S.A., INDUSTRIAS VENCEDOR S.A.,
UNION METALURGICA S.A. FIRM HAS DONE RESEARCH WORK FOR
THE FOLLOWING COMPANIES IN THE PAST: PERUVIAN MINISTRY
OF INDUSTRIES, BUSINESS INTERNATIONAL-NEW YORK, UNION CARBIDE
INTERAMERICAN- LIMA, AID MISSION TO PERU. THE PROJECT
DIRECTOR AND HEAD OF THE RESEARCH TEAM IN PERU WOULD BE
HENRY HARMAN DE IZCUE. HE HAS BEEN MANAGING DIRECTOR
OF H.H. ASESORES SINCE 1970, DIRECTOR AND MANAGER OF
THE CHEMICAL DIVISION OF SOCIEDAD PARAMONGA LTDA.
(EX-SUBSIDIARY OF W.R. GRACE AND CO.), SUPERINTENDENT,
FCA. LA UNION (COTTON SEED OIL INDUSTRY). HE IS A CHEMICAL
ENGINEER. GALO MONTANO WILL BE HEAD OF THE RESEARCH
TEAM IN ECUADOR. HE HAS BEEN CHIEF OF THE INDUSTRIAL
DIVISION OF THE ANDEAN PACT SECRETARIAT SINCE 1970,
RESIGNING AS OF JULY 15 TO FORM A PRIVATE CONSULTING
FIRM IN QUITO. HE WAS VICE PRESIDENT OF COFIEC (PRIVATE
FINANCIAL CORPORATION WHICH EVALUATED PRIVATE INDUSTRIAL
PROJECTS) IN QUITO 1966-1970, DIRECTOR OF CENDES
(ECUADOREAN GOVERNMENT INDUSTRIAL DEVELOPMENT CENTER),
1962-1966, WITH RESPONSIBILITY FOR PRIVATE AND PUBLIC
PROJECT EVALUATION. HE IS AN INDUSTRIAL ENGINEER WITH
A M/SC. FROM THE UNIVERSITY OF CALIFORNIA. STAFF RESEARCHER
IN PERU WILL BE MARIA CHAVEZ, A CHEMICAL ENGINEER. SHE
IS TECHNICAL ADVISOR TO THE INDUSTRIAL ASSOCIATION IN
LIMA. STAFF RESEARCHER TO BE SELECTED IN ECUADOR.

4. METHOD OF OPERATION IN CONDUCTING MARKET RESEARCH.

A. IN ECUADOR. DIRECT INVESTIGATION OF TARGET AREAS BY
ASSOCIATE GROUP BASED IN QUITO WITH COORDINATION BY
MEANS OF PERSONAL VISITS FROM LIMA. FINAL WRITE-UP WILL
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BE DONE IN LIMA BY HEAD OF ECUADOR TEAM AND PROJECT
DIRECTOR. B. IN LIMA. DIRECT INVESTIGATION OF TARGET
AREAS BY PROJECT DIRECTOR AND STAFF RESEARCHER.
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